WHAT IS CLAIMED IS:

1. An active matrix display device comprising:

an active matrix substrate comprising a plurality of scanning lines, a plurality of signal lines intersecting the scanning lines, switching elements provided near the respective intersections of the scanning lines and the signal lines, an insulating layer covering the scanning lines, the signal lines, and the switching elements and having contact holes connected to the switching elements, and pixel electrodes electrically connected to the respective switching elements through the contact holes formed in the insulating layer;

a counter substrate having a counter electrode facing the pixel electrodes; and

a light modulating layer held between the active matrix substrate and the counter substrate;

wherein the contact holes are masked in a plan view.

2. An active matrix display device according to claim 1, wherein each of the pixel electrodes is a diffusively reflective electrode.

3. An active matrix display device according to claim 2, wherein the insulating layer has light diffusion recesses, and each diffusively reflective electrode is disposed in each of the recesses and has a shape conforming to each recess.

4. An active matrix display device according to claim 1, further comprising a shielding layer provided on one of the active matrix substrate and the counter substrate, for masking the contact holes in a plan view.

5. An active matrix display device according to claim 1, further comprising a color filter layer and a shielding layer for masking the contact holes in a plan view, both of which are provided on one of the active matrix substrate and the counter substrate, wherein the color filter layer comprises a plurality of color filters disposed corresponding to the respective pixel electrodes, and the shielding layer is disposed between the adjacent color filters.

6. An active matrix display device according to claim 1, wherein a plurality of the contact holes is arranged in the length direction of the scanning lines or signal lines.

7. An active matrix display device according to claim 1, wherein each of the switching elements comprises a thin film transistor comprising a gate electrode extending from the corresponding scanning line, a gate insulating layer disposed on the gate electrode, a source electrode disposed on the gate insulating layer to extend from the corresponding signal line, and a drain electrode electrically connected to the pixel electrode through the contact holes formed in the gate insulating layer, and wherein the drain electrode has an extension extending from a portion positioned above the gate

electrode toward the scanning line side or the signal line side so that the contact holes are connected to the extension.